

Abstract

The thesis The media image of the Fair Trade concept in the Czech press examines media image of the Fair Trade business system in the most widely read newspapers Aha!, Blesk, Hospodářské noviny, Lidové noviny, Mladá fronta DNES, Právo and Sport. The aim is to find out whether newspapers report on Fair Trade in broader context and in which frames it is most likely presented. At the same time the thesis examines the extent to which newspapers inform about Fair Trade. There are two hypothesis formulated, one suggesting that the amount of articles referring about Fair trade has an increasing tendency and that articles do not address the issue in broader context. The answers to research questions and the validity of the hypotheses are examined through quantitative and qualitative content analysis based primarily on the framework theory. Deductive procedure using pre-formulated control questions is also used. The finding is that the newspapers most often present Fair Trade in economics frame followed by conflict frame and human impact frame. In addition, the thesis examines the presence of a critical frame, which is almost absent in the newspapers. The context is usually limited. The amount of articles about Fair Trade is decreasing during the monitored period of time. So the validity of the hypothesis on the increasing tendency to inform about Fair Trade has not been validated. On the contrary, the validity of the hypothesis on the absence of a wider context and critical appreciation of the concept was confirmed.